

FAX

R. J. Reynolds Tobacco Co.
400 Raritan Center Parkway
Edison, N.J. 08837

Date 12/2/96
Number of pages including cover sheet 3

To: M. Bernstein

Barry Greenspan

From:

Audrey Evanchik

Phone _____

Phone 908-225-4774

Fax Phone 201-678-1604

Fax Phone 908-417-9076

CC: Mike Cobucci

Voice Mail 800-757-8255

Greg Mitchell

Ext.48795

Audrey

REMARKS:

Urgent For your review Reply ASAP Please comment

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Enclosed is the information you will need to work the December DPC promotion. Please pack each display with 2 cartons of SALEM King and 2 cartons of SALEM Lights all black lined and stickered 20¢ off and add to normal order for each account on the attached DPC list - week of December 9.

If you have any questions, please let me know.

Thanks,

Audrey

51849 2913



R. J. Reynolds Tobacco Company
DECEMBER '96 DPC PROMOTION

Account: **M. BERNSTEIN #536808**

Brand		Salem .20 off
Promotion		4 carton display

Display Packing 2 ctns Salem K
2 ctns Salem LTs

Allocation (cs) 2 Salem K(12M)
2 Salem LtK(12M)

EFT \$ Amount

Displays

Date Product Recvd 12/9/96

Display Assembly **Immediately**

Displays Shipped to Retail -
procedures required to receive .08
per ctn Category II payment:

Send a
display and
introductory
letter
automatically
to accounts
on attached
list beginning
12/9/96

Please cross out any account that refuses promotion and return list to RJR

You will be credited with the following estimated December monthly Category II payment if all displays are sent to accounts on attached list by December 20, 1996

\$1,911.00*

Packing and shipping payment if packing is completed within 2 weeks

28.00 per 12M
case of Live
product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this \$

Note:

① Send 1 display to each account on attached DPC list.
② Voice mail 800-757-8255 mail box #48795 to request payment before sending out displays.

51849 2914



L. T. Wolfe #1240
Account Manager
400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774 Fax 908-417-9076
Voice Mail 800-757-8255, Ext.48795

To: Retail Stores Signed up to participate in RJR Promotions

Dear Retailer:

You have signed up to participate in our monthly RJR cigarette promotions. Each month you will receive a 4 carton display of Winston or Salem with each pack discounted.

The first monthly promotion is a Salem .20 off 4 carton display. You are being invoiced \$2.00 less per carton and each pack is marked .20 off so you can sell the product to your customers at .20 less per pack.

If you wish to continue to receive these monthly promotions do nothing. If you do not wish to receive future promotions please call the above toll free #.

We appreciate your business.

Lanny Wolfe

51849 2915

December DPC Display. Please send a Salem .20 off 4 carton display, 2 Ks and 2 Lts (\$2.00 off invoice) and an introductory letter to each account on the attached list:

ACCT	FULL NAME	ADDR1	CITY	PHONE NO	DPC WHLSR N	# Displays	Accepted
663942	32ND ST NEWS	3141 CENTRAL AVE	UNION CITY	201 867 1515	M.BERNSTEIN	1	
468704	A&K DELI	350 CENTRAL AVE	EAST ORANGE	201 673 3949	M.BERNSTEIN	1	
401768	AL'S DELI	500 NORTH AVE	DUNELLEN	908 968 0321	M.BERNSTEIN	1	
231326	AM DELI	506 RIVER RD	NEW MILFORD	201 265 8735	M.BERNSTEIN	1	
501177	ARTIES WORLD OF LIQ	1675 RT 22	UNION	201 964 7733	M.BERNSTEIN	1	
540335	AVENEL LIQUOR	145 AVENEL ST	AVENEL	908 634 2074	M.BERNSTEIN	1	
275160	BACHMANS MARKET INC	510 PROSPECT ST	EAST ORANGE	201 673 5888	M.BERNSTEIN	1	
699009	BAKER'S PHARMACY	40 E MAIN ST	SUSSEX	201 875 4141	M.BERNSTEIN	1	
402278	BUTLERS MARKET	111 EASTON AVE	NEW BRUNSWICK	908 247 4810	M.BERNSTEIN	1	
287577	CROSSTOWN LIQUORS	196 12TH AVE	NEWARK	201 802 5500	M.BERNSTEIN	1	
592574	DELAWARE TRUCKSTOP	P.O. BOX 78, RT. 46	DELAWARE	908 475 4637	M.BERNSTEIN	1	
273133	DUNNS LIQUORS	378 BELLEVILLE TPKE	KEARNY	201 991 3443	M.BERNSTEIN	1	
546896	EMBASSY SUITES GIFT	909 PARSIPPANY BLVD	PARSIPPANY	201 402 8562	M.BERNSTEIN	1	
639702	EVERGREEN DELI	529 S SPRINGFIELD AV	SPRINGFIELD	201 376 6095	M.BERNSTEIN	1	
468711	FIREHOUSE LIQUOR	273 PARK AVE	NEWARK	201 483 1400	M.BERNSTEIN	1	
469626	HANDY DANDI	319 ORANGE RD	MONTCLAIR	201 744 7066	M.BERNSTEIN	1	
642693	HERNANDEZ MINI MKT.	685 SCOTLAND RD	ORANGE	201 672 1198	M.BERNSTEIN	1	
584339	IRVINGTON MINI MKT	130 MYRTLE AVE	IRVINGTON	201 375 8861	M.BERNSTEIN	1	
073761	JERUSALEM MINI MKT.	364 S ORANGE AVE	NEWARK	201 621 9377	M.BERNSTEIN	1	
280358	JOHNNY GENT LIQ MART	75 LEIGHTON STREET	RED BANK	908 747 9045	M.BERNSTEIN	1	
708043	KITTY'S PARTY CITY	1310 CENTENNIAL AVE	PISCATAWAY	908 562 1114	M.BERNSTEIN	1	
642823	LA DOMINICANA	244 PARK AVE	ORANGE	201 672 0428	M.BERNSTEIN	1	
724149	LAURENCE BROOK DELI	764 OLD BRIDGE TPKE	SOUTH RIVER	908 254 9177	M.BERNSTEIN	1	
709441	LUICHY SUPERMARKET	47 55 COMMERCIAL AVE	NEW BRUNSWICK	908 545 9180	M.BERNSTEIN	1	
685479	M & N DELI	71 GEORGES RD	NEW BRUNSWICK	908 247 3810	M.BERNSTEIN	1	
402273	M V MARKET	62 EASTON AVE	NEW BRUNSWICK	908 247 3093	M.BERNSTEIN	1	
204536	MAGLIACANES	150 TAYLOR ST	ORANGE	201 674 8638	M.BERNSTEIN	1	
300354	MIKE'S CENTRAL FOODS	59 CENTRAL AVE	EAST ORANGE	201 678 9844	M.BERNSTEIN	1	
329099	MT. VERNON LIQ.	84 86 MT. VERNON	NEWARK	201 373 4134	M.BERNSTEIN	1	
401207	PARK LIQUOR	625 CHESTNUT ST	UNION	908 687 9100	M.BERNSTEIN	1	
615951	PEPES DELI	113 THROCKMORTON ST	FREEHOLD	908 780 6914	M.BERNSTEIN	1	
261782	POST DRUGS	367 SPRINGFIELD AVE	NEWARK	201 824 8959	M.BERNSTEIN	1	
606427	PROSPECT LIQUORS	600 PROSPECT ST	TRENTON	609 392 7707	M.BERNSTEIN	1	
690708	RAM DELI	846 E 2ND ST	PLAINFIELD	908 755 8815	M.BERNSTEIN	1	
595947	REILLY'S LIQUOR	308 WASHINGTON AVE	ELIZABETH	908 686 2387	M.BERNSTEIN	1	
331868	ROSADOS LIQ. & GROC.	464 6TH AVE	PATERSON	201 684 2468	M.BERNSTEIN	1	

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ACCT	FULL NAME	ADDR1	CITY	PHONE NO	DPC WHLSR N	# Displays	Accepted
338306	SAM'S DELI	279 REMSEN AVE	NEW BRUNSWICK	908 249 5921	M.BERNSTEIN	1	
648944	SUPER SUPERMARKET	712 1ST AVE	ELIZABETH	908 351 6668	M.BERNSTEIN	1	
274328	THE BEVERAGE SHOP	52 E CHERRY ST	RAHWAY	908 388 2299	M.BERNSTEIN	1	
589539	TREMONT LIQUORS	272 SANFORD ST	EAST ORANGE	201 678 2286	M.BERNSTEIN	1	
876900	TRIANGLE DELI	2 ROSE AVE	JERSEY CITY	201 433 4258	M.BERNSTEIN	1	
412303	VANTAGE GAS	1237 RT. 46 WEST	LEDGEWOOD	201 927 9512	M.BERNSTEIN	1	
585871	VILLAGE TOBACCO	114 MAIN STREET	BRADLEY BEACH	908 774 7055	M.BERNSTEIN	1	
773639	WESTBROOK FARMS	649 18TH AVE	IRVINGTON	201 399 2233	M.BERNSTEIN	1	
724150	WINE CHATEAU	702 OLD BRIDGE TPKE	SOUTH RIVER	908 238 1744	M.BERNSTEIN	1	
663737	WOODEN KEG	173 WASHINGTON ST	MORRISTOWN	201 267 8245	M.BERNSTEIN	1	
204554	X2 DELI/GROCERY	257 MARTIN LUTHER KING JR BLVD	NEWARK	201 242 3668	M.BERNSTEIN	1	
						47	